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THE ALLIANCE HERALD

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Saw it in
The Herald

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LARGE INCREASE IN SPUD YIELD

Bureau of Markets Estimates Increase in Nebraska's Yield at 5,000,000 Bushels

MAY APPOINT SPUD DICTATOR

Government, for First Time, Recommends Grading—Requirements for Three Grades Stipulated

Approximately 12,840,000 bushels of potatoes will be raised in Nebraska this year, according to the estimate of the Bureau of Markets, United States Department of Agriculture, made public this week. The report is based on information gathered up to and including the first of September. The 1917 potato crop in this state will exceed the 1916 crop by 5,175,000 bushels, according to the crop report. The estimated 1916 crop, based on December 1 figures, was 7,665,000. The bureau estimates the entire potato crop of the United States this year at 462,000,000 bushels.

Of the total of almost thirteen million bushels of spuds being raised in Nebraska this year it is probable that Box Butte county will furnish in the neighborhood of 750,000 bushels.

There has been for some time a feeling in certain quarters that the government might take a hand in the potato situation this fall. According to The Packer it was recently current in Wisconsin potato circles that the State Council of Defense of that state had received word from the National Council of Defense to advise potato growers not to be in a hurry to dispose of their stock as it was quite probable a dictator would be named and possibly a minimum price established.

According to The Packer there has been considerable speculation the past week on the probability of the appointment of a potato dictator by the food administration at Washington.

It has been rumored that E. Percy Miller, of Albert Miller & Co. of Chicago, was slated for the job and some ground for such rumors might be found in the fact that he was called to Washington Wednesday of last week for a conference on Thursday with Food Administrator Hoover and Lou D. Sweet, of Hoover's office.

The daily press has mentioned the likelihood of Mr. Miller being appointed as potato dictator and such reports are believed to have had their origin in Washington as up to the time this is being written Mr. Miller had not been appointed and had given out no information leading one to believe the proposition had been put up to him.

The local office of the Bureau of Markets, under the direction of L. J. Case, which has an office with the county agent in the court house, has received a list of grades that the Department of Agriculture and the United States food administration have jointly recommended. In furtherance of the grading of potatoes—it is the first time it has ever been done—it is urged that growers, dealers and consumers alike adopt them.

According to the way the grades have been arranged, three in number, the first will contain only potatoes sound and clean, of one variety, free from scab and second growth, frost injury, sunburn, damaging cuts or bruises, blight, dry rot, damaging insect diseases or mechanical injuries. The minimum size for the round variety is one and seven-eighths inches in diameter and one and three-fourths inches in diameter for the long varieties.

The second grade will consist of potatoes of one variety which are reasonably clean, free from frost injury, decay, sunburn, second growth, scab and other diseases. The minimum size will be one and one-half inches in diameter. Packages, crates or bags containing potatoes will have to be marked plainly, according to their classification. Potatoes less than one and one-half inches in diameter are seldom called for in markets except in the earlier part of the southern shipping season and for seed potatoes. They will be classed in the third grade. Circulars explaining the grade will be mailed out from the bureau within a few days.

The Market News Service is now in active operation and daily bulletins are being sent out from the local office of the Bureau of Markets here. Potato growers or buyers and others who will be able to make use of the bulletin and who have not already applied for it, may have the daily bulletin by making proper application.

MOVE TO PROTECT FISHING RIGHTS

Citizens of Erickson have organized an association for the purpose of preventing fishermen from taking fish from Lake Erickson than the law permits. Lake Erickson is a beautiful lake well stocked with game fish. State laws have been violated indiscriminately this season and citizens of the town have become weary of such practice.

FIRST FOOT BALL GAME OCTOBER 5

Only Two Old Timers in this Year's Team—Many Trying Out—Schedule About Completed

The starting of school witnessed the starting of foot ball activities at the Alliance High School. Even a week before the opening of school a number of the boys who were anxious to make the team were out practicing each day. The make-up of the team this year is very different from that of last year. Only two men of last year's team remain to "get into the game," they being Captain Floyd Lotsepich and Howard Bennett. This year will make the third year for Captain Lotsepich and the second year for Howard Bennett.

Coach T. R. Crawford believes he has a bunch of good material for the 1917 team, but most of it is raw and it will take considerable work to whip the team into first class shape. There are a good bunch of aspirants for the team and because of this it is believed the boys will make a little more effort and as a result benefit by it.

As planned at present the playing schedule for the regular high school team will consist of four games at home and three games away from home. Unless changes are made in the present plans the opening game of the season will be played with the Morrill high school team in Alliance on Friday afternoon, Oct. 5. If the Alliance team is going to make the showing this year that the 1916 team did, the boys will undoubtedly have to put forth every effort possible. A championship team is possible, but championship teams are made primarily by the members of the team. It takes co-operation and work all along the line to get results. If the boys all mean business and will devote their time to practice, this year's team, with the handicap of many new men, ought to make a highly creditable showing.

The schedule so far includes two games with Morrill, one game with North Platte, two games with Scottsbluff and two games with probably either Torrington, Wyo., or Hot Springs, S. D.

The following men are working out every evening after school: Old men—Captain Floyd Lotsepich and Howard Bennett. Subs to first team last year—Jerome Fleming, John Carey and Hugh O'Connor. Members of second team last year—Sam Graham, Arthur Dillon, Howard Lotsepich and Ray Edwards. Green men, Ed Curtis, Walter Scott, John Schriener, Francis Whaley, Lloyd Hamilton, Clinton Brennan and several others.

AT LAST--THE FLAG YOU REALLY WANT

The Flag of Flags—3 feet by 5 Feet. Causes Top, Large Brass Grommets—All for Your Very Own

Well, folks, your Alliance Herald has it for you at last—a great big, beautiful American Flag 3 feet by 5 feet. It certainly is a handsome flag and just what you have desired to own for, oh, so long. It is made of especially woven soft cotton bunting of fast colors. "Bright and attractive," well, it takes more than just words to describe this flag. The top of the flag has heavy canvas with large brass grommets on each end so you can fly the flag from the staff. It's just the very flag you have always longed to own but, somehow, never got.

But now your Alliance Herald is making it possible for you to own one of these great, large flags. The Herald realized the demand and the need for "real" flags, the "big" kind. They were not being sold by the merchant. They cost too much money. But the Herald kept at it and finally located a firm where just the flag desired could be purchased at a price by buying in gross lots. And so the Herald placed a large order for these flags and is now making it possible for you to have one of these big, beautiful flags all for your own.

The Herald offers the identical flag described above—the big, large, beautiful flag and one-year's subscription to the Herald for \$2.00. This offer holds good no matter who you are. It holds good for old subscribers as well as new ones. It takes two silver dollars and their equivalent to get in on this proposition. You can't get the flag any other way. You can't buy the flag and not take the paper. You can have both the Herald for one year and the flag for the price of \$2.

The Herald's subscription solicitor disposed of 51 of these flags in three days this past week. That's nothing wonderful, perhaps, but you just get out and try it. The people want the flag. You want one. Come on and get it.

ELKHORN TO BE DIKED

The Elkhorn river is to be dyked every foot of its course through Douglas county. A large share of the expense will be taxed to the property owners along the river and the balance will be assessed against the county.

"SO THE PEOPLE MAY KNOW"

One of our readers has figured out that so much advertising is one of the reasons for the high cost of living and it may be that others have the same idea. Our friend seems to think the cost of advertising is added to the cost of manufacture or selling to increase the cost to the consumer.

In the first place, the advertising in The Alliance Herald very directly and definitely reduces the cost of one item. Instead of paying \$1.50 a year for The Herald, you would have to pay at least \$5 a year if it was not for the advertising. Your \$1.50 does not begin to pay the cost of paper and ink and printing and folding and of illustrations, correspondence and special features. The advertising pays the difference, and you get the benefit of a \$5 paper because we carry the advertising we do.

We can get a good price for advertising because The Herald reaches more than 3,000 homes, and it is cheaper for these advertisers to tell their story through The Alliance Herald than in any other way. They pay us 25 cents an inch, and that sounds like a whole lot of money. But if you will divide 25 cents (the cost of a 1-inch advertisement one time), by 3,000, you will see that it costs them only eight one-thousandths of a cent to send a 1-inch advertisement to you in your copy of The Herald. It would cost them 1 cent, or more than 142 times as much, to send you a postal card, and it would cost them 2 cents, or more than 284 times as much, to send you a letter. In other words, the advertiser can send you and 2,999 others like you a full-page advertisement in The Herald and pay 25 cents an inch for each of the 120 inches in the page for what it would cost him to send each of the 3,000 families a post card. The advertiser can send you all a two-page advertisement or its equivalent for what it would cost him to send you all a letter. Should he desire to use advertisements of less than page size he could send you four quarter-page advertisements—that is, talk to you four different weeks—for what it would cost him to send you all one post card. He could talk to you once each week for eight weeks for the cost of the letters. Smaller-sized advertisements would mean he could talk to you an even greater number of times for the same money. If the firm sent a man to see you the cost would be still greater than the cost of the letters. The element of cost of stationery and printing, together with the labor involved in getting the cards or letters addressed, has not been considered in the figures above.

As a matter of fact, advertising has decreased the cost of merchandise to the consumer. Most manufacturers and merchants advertise because it reduces the cost of selling.

A friend of the writer recently went into a small store in Lincoln that does not advertise. He bought a necktie and paid 50 cents for it. Then he went to another store that does some advertising and bought a tie exactly like the first one, but paid only 40 cents. Finally he went to a store that does a great deal of advertising and bought exactly the same kind of a tie for 29 cents. Advertising had increased the volume of business so that the advertiser did not need to charge an exorbitant profit, and besides he could buy cheaper in quantities from the manufacturer. The same argument holds good with the things advertised in The Herald. Advertising is the most economical way to sell goods, whether they are shipped direct by the manufacturer or delivered through your dealer.

Aside from that, the things that are continuously advertised must be good value, honestly made and honestly sold, for dishonest advertising can not be permanently successful. Buyers, publishers and honest advertisers are all combined to destroy the dishonest advertisers.

Advertising serves to distribute reliable information concerning improved methods and labor-saving machinery, so that a farmer is enabled to do more effective work, and get vastly better results than his ancestors did. Advertising serves to place the stamp of honesty on goods honestly made and honestly sold. Advertising serves to inform the public of the kind of goods offered and tells you at what price the merchandise is offered. A little comparative figuring on your own part is generally sufficient to inform you as to who is who in the business of merchandising. When a merchant has told you of his goods and has told you of his price, if his goods and his price are to your liking, both the buyer and the seller have benefitted. In that way advertising not only reduces the cost of production and selling, but reduces the cost of living.

DESERT COMES INTO ITS OWN

Western Nebraska Alive With Enthusiasm and Optimism, Says Critic in Lincoln Star

TELLS OF TRANSFORMATION

Wonderful Potash Industry, Crops, Politics and War All Boom in Vicinity of Alliance

John W. Cutright, editor of the Lincoln Daily Star, who addressed a Labor Day audience at City Hall Park here who spent some time in scouting about this neck of the "woods" wrote an interesting article for his paper which appeared in the Lincoln Star under an Alliance date line with a line "From a Staff Correspondent." Editor Cutright's story follows:

Alliance, Nebr., Sept. 13.—All laid speculation and gold mining pale in insignificance beside what is transpiring in the potash field in and around Alliance. There is a feverish rush on among the people of this section to get control of some of the many potash lakes that abound in Sheridan and Cherry counties. Nor is it any wonder when one encounters the recitals of marvelous profits reaped by those who have been able to establish potash plants. An attaché of The Star enjoyed the privilege of visiting one of the plants today through the courtesy of H. M. Bushnell, Jr., secretary of the Alliance Commercial Club. It was the plant of the Potash Products Company at Hoffman, thirteen miles east

of this town, over in Sheridan county. Traveling along roads between high sand hills, the wheel tracks cut deep into the sandy soil, one emerges abruptly upon a rudely constructed assembly of small workmen's cottages heading over a sandy knoll, at one extremity of which stretches a series of long, low structures with a half dozen big smoke-stacks belching out their sombre columns into the clear prairie skies. Once Named Desert Three years ago there was nothing at Hoffman except a barren, uninviting sandhill. Now there is a flourishing potash plant that gives employment to 250 men during twenty-four hours of every day, and there is not a day nor an hour in which carpenters, masons, steamfitters and plumbers are not feverishly at work adding to the capacity of the plant. The approximately hundred homes for workmen are straggling along irregular paths. There are several rooming houses, a grocery store, a soft drinks establishment and billiard hall, and a picture show for the entertainment of the people of the "settlement." A church building is just going up. The merchant of the place is former Representative Earl Mallory of this city. The history of Hoffman is a romance. Some years ago a young man named Carl Modisett, a former university of Nebraska boy, had attached himself to the engineering department of the Burlington at this place knowing that the lakes around here were the exasperation of the cattle men because their stock would not drink from them. He investigated them a little and became convinced that they could be made to produce merchantable potash. He harped upon his potash lakes until he began to be regarded as a crank on the subject. He never relinquished his idea that there were big fortunes in Nebraska potash lakes. Finally, when the war put an embargo on the shipment of potash from Germany he managed by demonstrations to interest some Omaha parties and financed

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SOUP STRAINERS MAKE APPEARANCE

Epidemic of Dirty Upper Lips Seems to Have Hit Company G—Boys Are Making "The Grade"

Camp Cody, near Deming, N. M., Sept. 10.—There are apparently no regulations against the growing of mustaches for the epidemic seems about to become chronic in the ranks of Company G, 4th regiment, Nebraska infantry, now in the federal service and stationed here. The new style soup strainers will probably look very well above an officer's uniform and beneath a hat—when they get so one can identify them. It is reported that when two officers were inspecting camp the other day they ordered one of the company to wash his face, but an examination disclosed the fact that all that was necessary was to shave the upper lip.

Company G is right at work these days and is drilling every day from 7 to 11 a. m., with a non-commissioned officers' school in the afternoon. The general opinion here is that Company G is one of the best drilled, if not the best, in the Fighting Fourth, and ought to be a credit to any regiment. A new first lieutenant has been added to the already efficient staff of Company G's instructors.

Some of the members of the company seem to be very familiar with the "layout" of the country about here and as a result the question is often raised, "Were they ever in Deming before?" Anyway they seem to be making the grade and the young ladies seem to be very much interested.

Again the proposition of securing baseball uniforms comes up. There are no two ways about it, Company G has got to get some ball suits some way. All other companies are fitted out. This company is just an infant yet, while all the others are old companies and have had a much longer time to get things together. However, the Company G team is showing them all how Boston won the world's series, even if the team does have to play in regulation army uniforms.

The Rumer Motor Co., on Saturday received a carload of the new Jackson Eight-in-Head Eight cars and on Monday received another load. They are disposing of a large number in the territory for which this company has the general agency.

BUSHNELL RESIGNS AS CLUB SECRETARY

Has Been Appointed Secretary of Food Administration for Nebraska—Now in Omaha

H. M. Bushnell, Jr., has resigned as secretary of the Alliance Commercial Club, as secretary of the Box Butte County Council of Defense, as secretary of the Alliance Park board and as president of the Associated Commercial Clubs of Western Nebraska. Mr. Bushnell resigns his connections here in order to be free to accept the position offered him as secretary to the newly appointed food administrator of Nebraska, Gordon W. Wattles of Omaha.

Mr. Bushnell tendered his resignation to the board of directors of the Commercial Club Monday afternoon through Earl Mallory, president of the club, and left Tuesday night for Omaha to take up his new duties and the larger field of work. Following the receipt of a telegram Saturday, Mr. Bushnell went to Omaha immediately and after a conference with Mr. Wattles on Monday was offered the job, which he immediately accepted.

The new food administrator for Nebraska, Gordon W. Wattles, is a successful financier and man of Nebraska affairs. His appointment came direct from President Wilson on recommendation of U. S. Food Administrator Herbert Hoover.

Mr. Wattles' duties will be to enforce the provisions of the food act in the state of Nebraska, all of which will come under his direct jurisdiction. His first step will be to select a Nebraska State Executive committee, which will consist of representative heads of statewide institutions and organizations. These men will represent important phases of Nebraska life which have to do with consumption of food products, and more direct yet, with the production of food products.

Mr. Wattles' general offices will be located in the directors' rooms of the United States National Bank building, Sixteenth and Farnam streets, Omaha, where Nebraskans are urged to call on any matter in connection with this work. As will be noted in the appointment of Mr. Bushnell as secretary, Mr. Wattles will compose his office force and his executive committee of Nebraskans from all sections of the state.

Mr. Bushnell came to Alliance to accept a position as secretary of the Alliance Commercial Club in August of 1916. In May of the present year, at the start of the fiscal year for the club, he was re-elected for the year 1917-1918. He came to Alliance from Lincoln.

NO... WESTERN EXTENSION?

C. & N. W. Budget May Contain Allowance for Extension from the Main Line at Hay Springs

WHAT IS ALLIANCE DOING?

Line Would Extend to Hemingford—May Continue Then to Either Scottsbluff or Alliance

Talk that the Chicago & Northwestern Railway Company is contemplating the building of an extension from its main line at Hay Springs through the fertile Antelope valley to Hemingford and then either on to Alliance and possibly through Hoffman and Antioch to Lakeside or from Hemingford to Scottsbluff to connect with the Union Pacific at that place after the Union Pacific has built across the river from Gering, will not down. The indications that the Northwestern is seriously considering the proposition are said to be even stronger now than when The Herald first printed the story three weeks ago.

The Scottsbluff Star-Herald, in commenting on the possibility of the company taking some action, says "It is apparent from the latest developments that the Northwestern has its 'ear to the ground' so far as Scottsbluff is concerned and is awaiting a showing to be made before placing Scottsbluff on the budget for extension lines to be built during 1918. This budget is now being considered and prepared, and the road is desirous of obtaining the necessary information on which to base the proposed Hay Springs-Scottsbluff line."

"This much is learned from sources in immediate touch with President Ashton and other high officials of the railroad," continues the Star-Herald. "It is also learned from the same source that the higher officials as well as the financial department of the road are thoroughly possessed with the idea, which has become prevalent among financiers in the past few weeks that the European war is destined to come to a speedy termination and that this will be followed by a rush on the part of the railroads to increase the development of rich country, which improvements are to a certain extent held up by labor and material shortage."

It is a well-known fact that the Northwestern railroad has been prompt to pay attention to the needs and requests of residents in the eastern part of the state in the matter of the extension of lines where it was shown that increased traffic would ensue for the road. Whether or not the extension will be built from Hay Springs during 1918 is not known by The Herald or anyone else outside of those in charge of the destinies of the Northwestern, and they seemingly have not fully made up their minds as yet. The question of whether the extension will be continued from Hemingford to Alliance or from Hemingford to Scottsbluff is also in the air.

The whole proposition may be "hot air" and, again, it may not. It would seem, however, that when there is credible information on the subject that Alliance would be up and doing. If the extension is to be made this coming year, or even at a later date, Alliance ought to be on the job, looking out for its own interests. The effort put forth would not be in vain, even though the proposition should then fall through.

It is a fact that if the extension should be built from Hay Springs to Hemingford and on to Scottsbluff, leaving Alliance in the cold, there would be a mighty uproar and a lot of people would be kicking themselves for years to come because they didn't get up and shake themselves. The Herald offers this for just what it is worth. The Herald knows no more about the proposition than that it is telling, but it does know that if there is even a small chance of getting another railroad for Alliance, that chance should not be left to die from neglect.

There has been talk of extensions and more extensions in the past that to date have not materialized. However, this country is growing and it is reasonable to suppose that extensions will be made in this section in the not far distant future. It would be better to make the effort and fail than not to make the effort and then have to like the result.

F. C. Martin of the Northwestern was in Scottsbluff last week and, according to the Star-Herald, stated that the matter of the proposed line had been broached to President Ashton of the road and that the latter was interested. Mr. Martin is connected with the chief engineering department of the Northwestern. He stated that in order to secure results certain data should be prepared for presentation, not only the desired routing of the road from its departure from the main line, but also every detail of the possible incoming traffic, territory, etc., condensed into the most terse language possible consistent with its proper explanation.